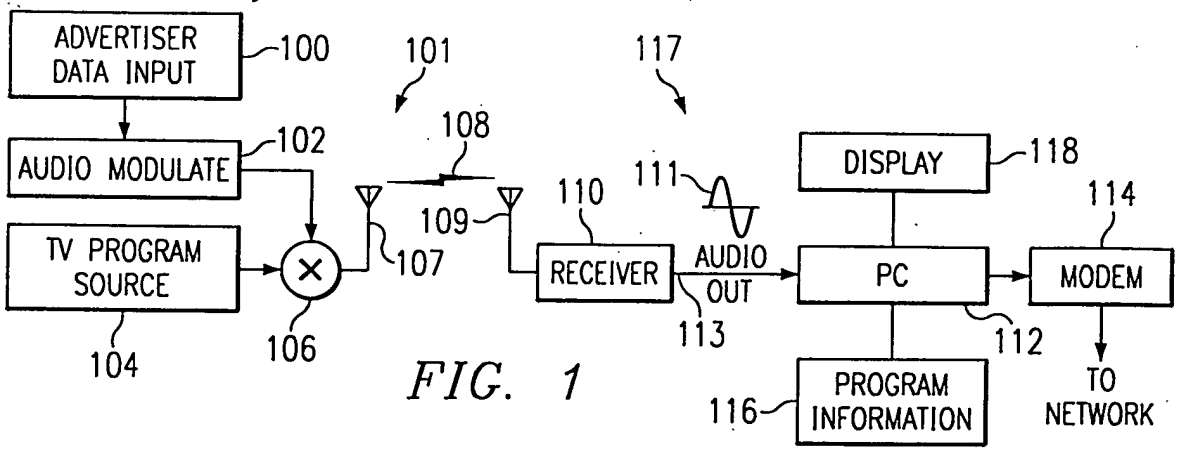

FIG. 1

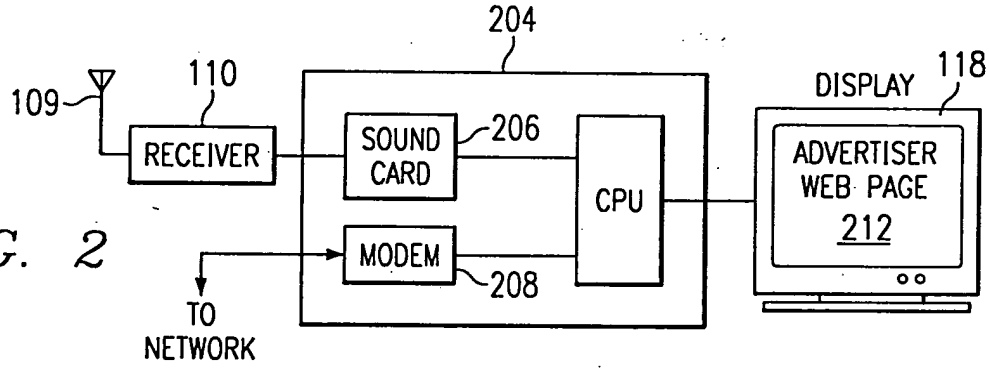

FIG. 2

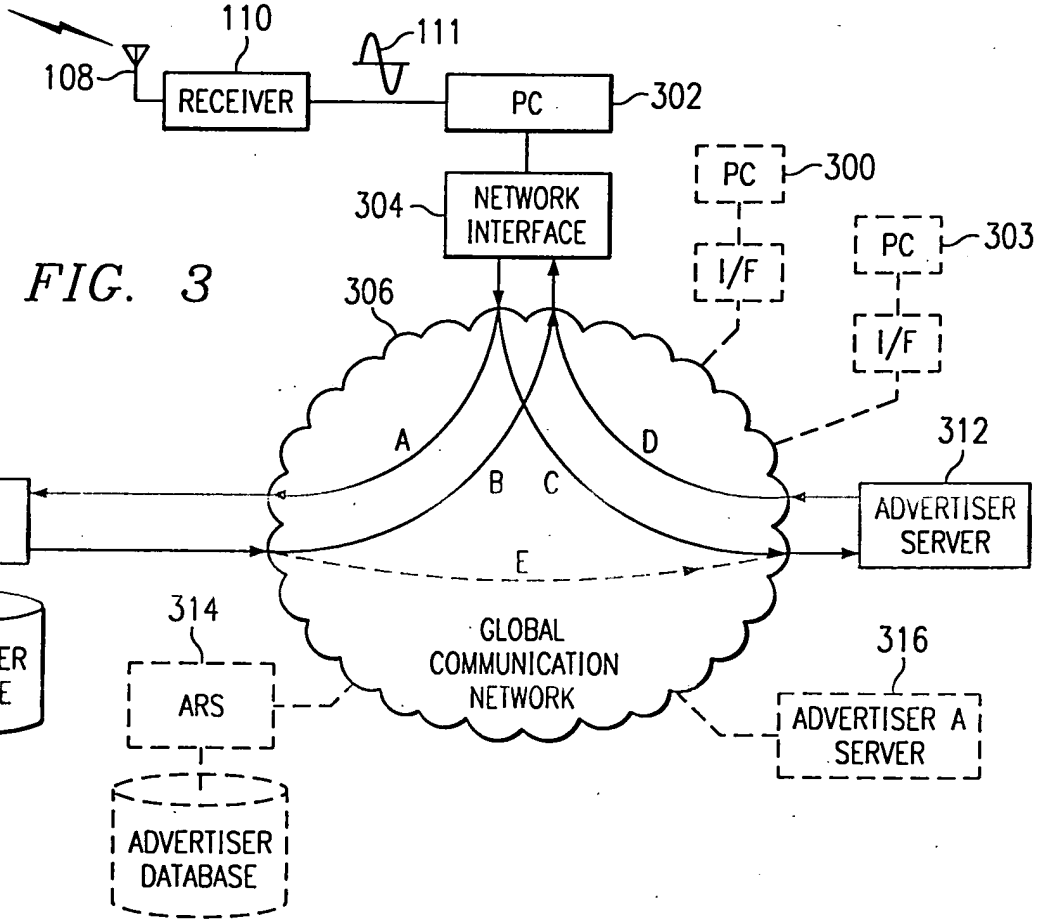

FIG. 3

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PATH A: SOURCE TO ARS

FIG. 4a

PATH B: ARS TO SOURCE

FIG. 4b

PATH C: SOURCE TO ADVERTISER

FIG. 4c

PATH D: ADVERTISER TO SOURCE

FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

FIG. 4e

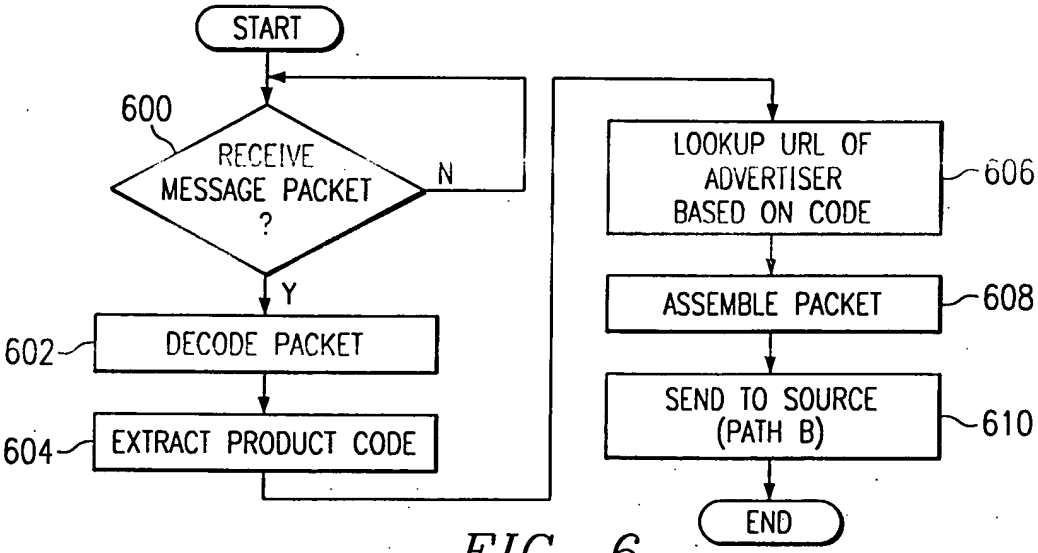

FIG. 6

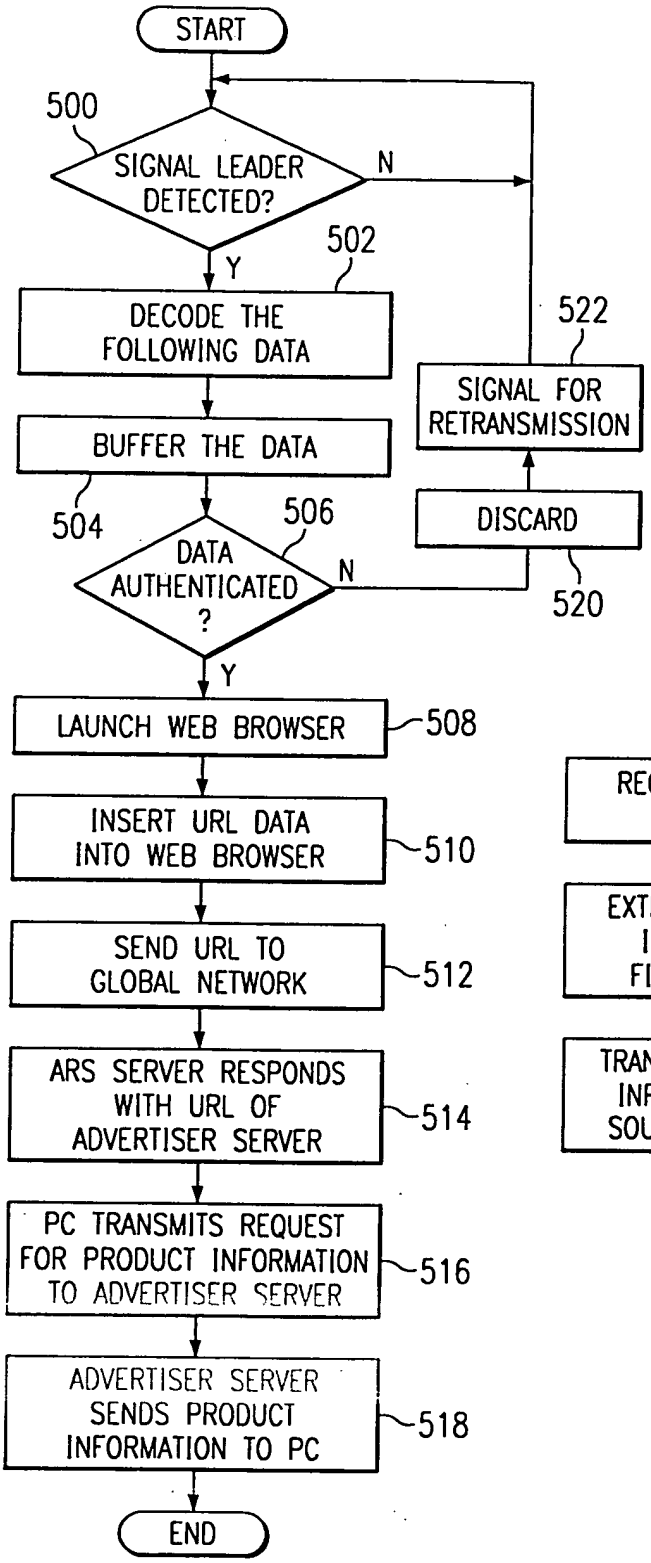
START
500
SIGNAL LEADER DETECTED?
N
Y
502
DECODE THE FOLLOWING DATA
BUFFER THE DATA
504
506
DATA AUTHENTICATED ?
N
Y
522
SIGNAL FOR RETRANSMISSION
DISCARD
520
LAUNCH WEB BROWSER
508
INSERT URL DATA INTO WEB BROWSER
510
SEND URL TO GLOBAL NETWORK
512
ARS SERVER RESPONDS WITH URL OF ADVERTISER SERVER
514
PC TRANSMITS REQUEST FOR PRODUCT INFORMATION TO ADVERTISER SERVER
516
ADVERTISER SERVER SENDS PRODUCT INFORMATION TO PC
518
END

FIG. 5

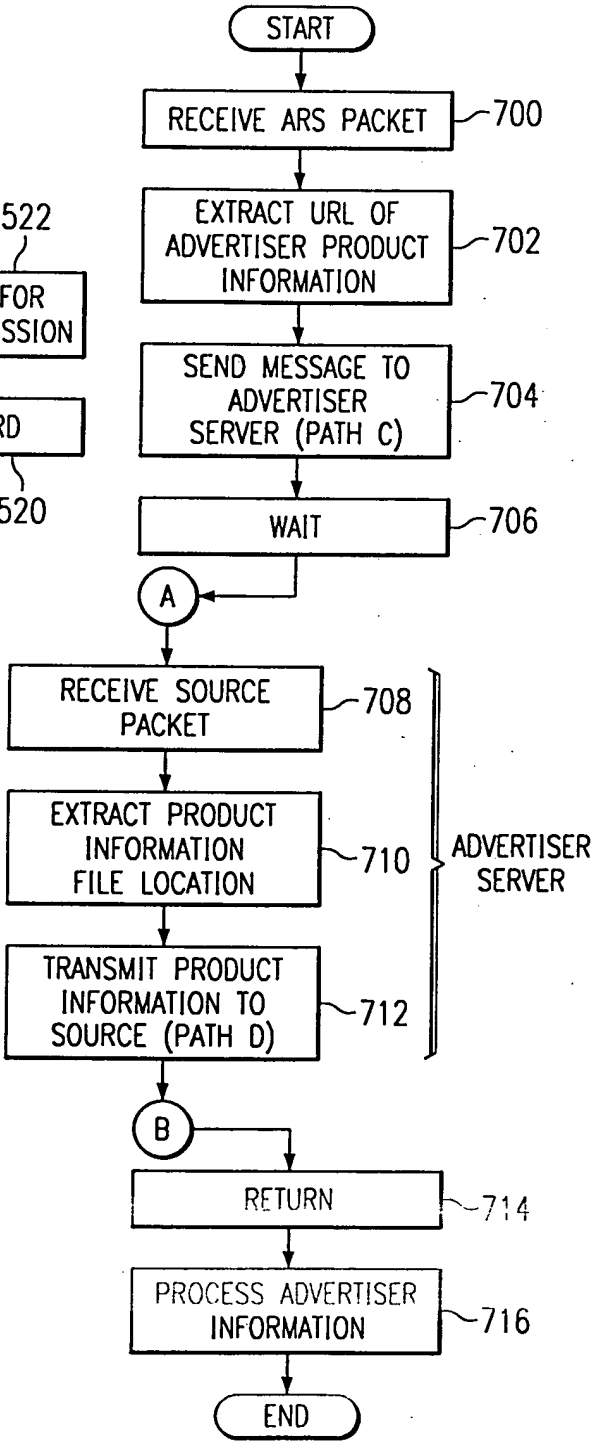
START
RECEIVE ARS PACKET
700
EXTRACT URL OF ADVERTISER PRODUCT INFORMATION
702
SEND MESSAGE TO ADVERTISER SERVER (PATH C)
704
WAIT
706
A
RECEIVE SOURCE PACKET
708
EXTRACT PRODUCT INFORMATION FILE LOCATION
710
TRANSMIT PRODUCT INFORMATION TO SOURCE (PATH D)
712
ADVERTISER SERVER
B
RETURN
714
PROCESS ADVERTISER INFORMATION
716
END

FIG. 7

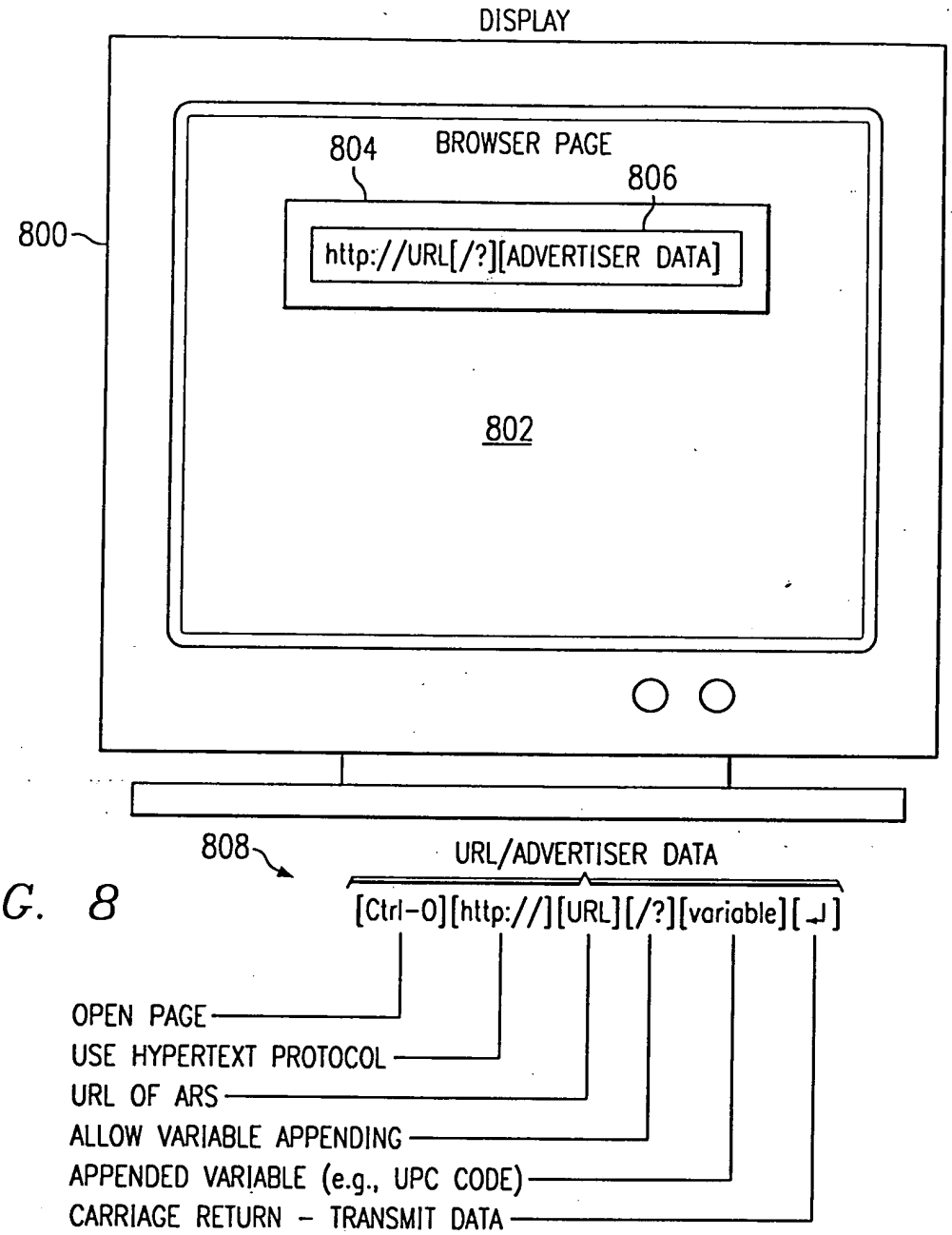
DISPLAY
800
804
BROWSER PAGE
806
http://URL[/?][ADVERTISER DATA]
802
808
URL/ADVERTISER DATA
[Ctrl-O][http://][URL][/?][variable][↵]
OPEN PAGE
USE HYPERTEXT PROTOCOL
URL OF ARS
ALLOW VARIABLE APPENDING
APPENDED VARIABLE (e.g., UPC CODE)
CARRIAGE RETURN – TRANSMIT DATA

FIG. 8

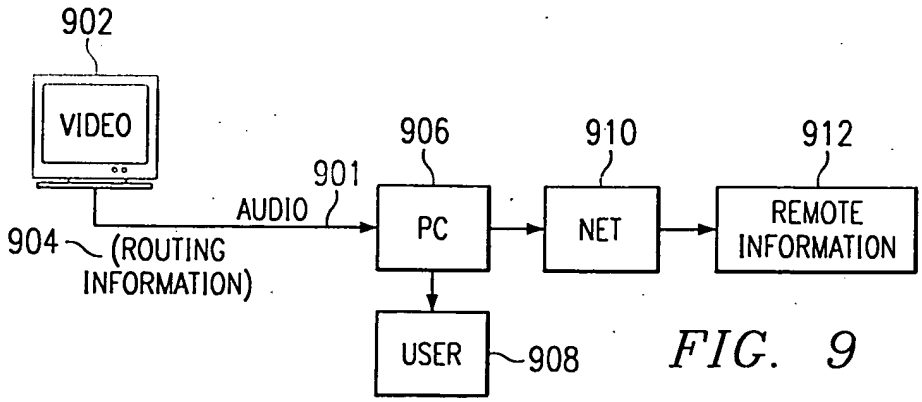
902
VIDEO
906
910
912
901
AUDIO
PC
NET
REMOTE INFORMATION
904
(ROUTING INFORMATION)
USER
908

FIG. 9

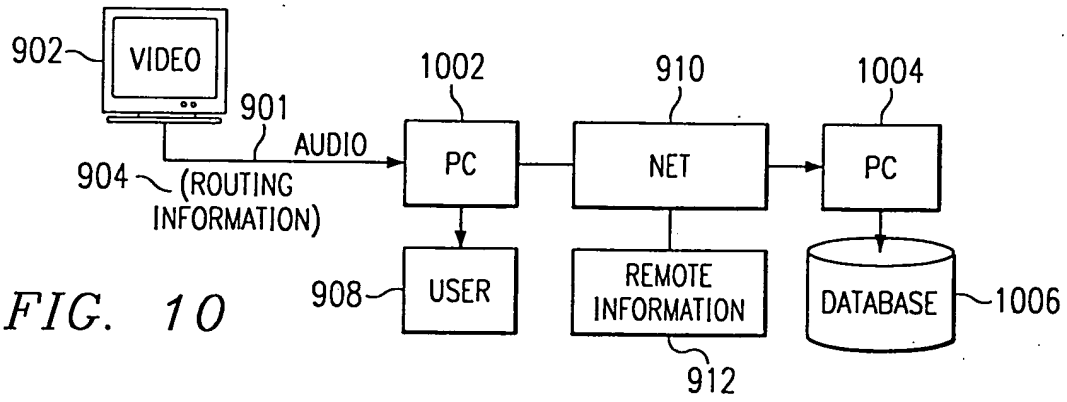

FIG. 10

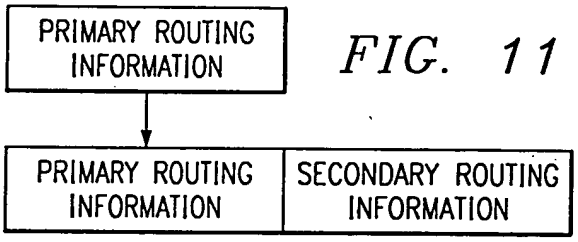

FIG. 11

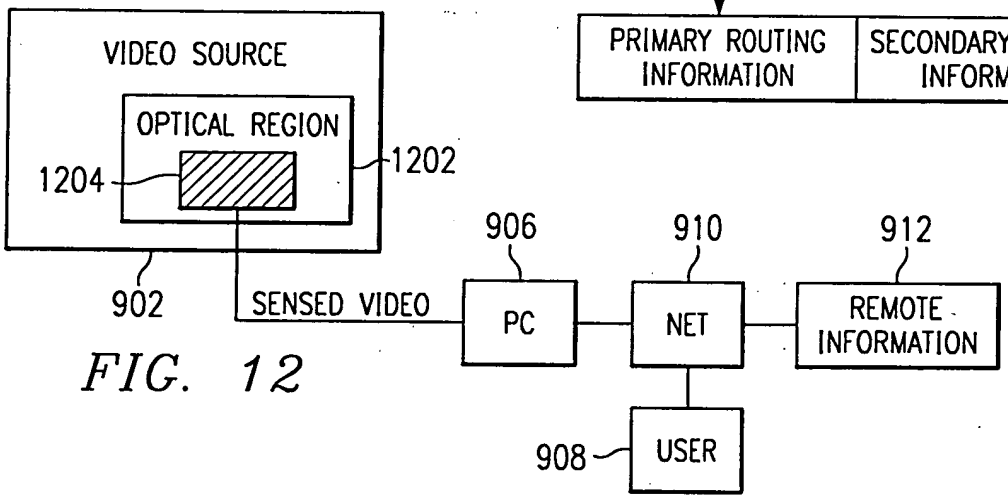

FIG. 12

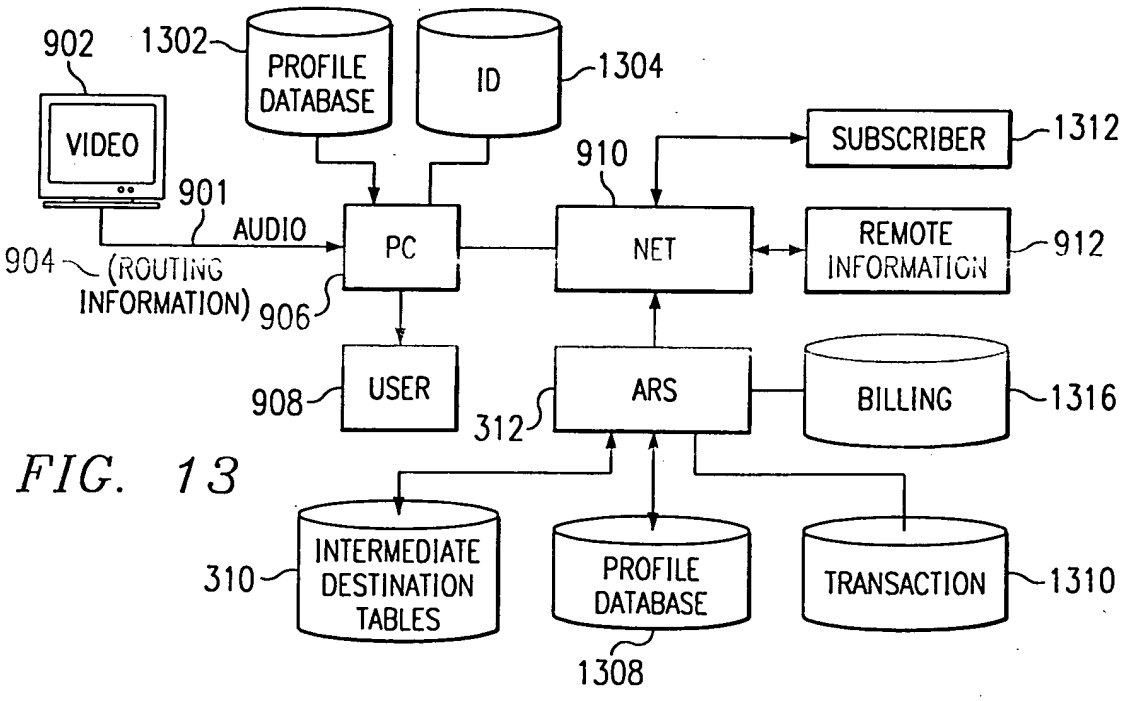

FIG. 13

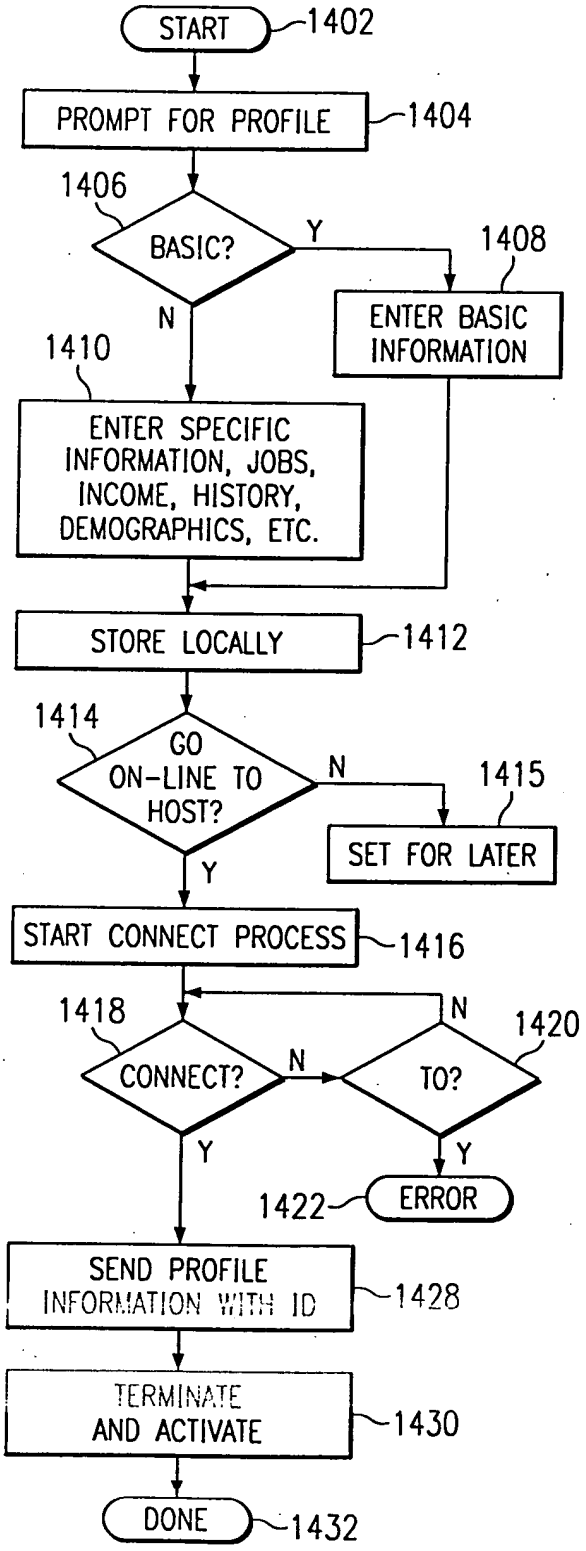
START
1402
PROMPT FOR PROFILE
1404
1406
BASIC?
Y
1408
ENTER BASIC INFORMATION
N
1410
ENTER SPECIFIC INFORMATION, JOBS, INCOME, HISTORY, DEMOGRAPHICS, ETC.
STORE LOCALLY
1412
1414
GO ON-LINE TO HOST?
N
1415
SET FOR LATER
Y
START CONNECT PROCESS
1416
1418
CONNECT?
N
1420
TO?
N
Y
Y
1422
ERROR
SEND PROFILE INFORMATION WITH ID
1428
TERMINATE AND ACTIVATE
1430
DONE
1432

FIG. 14

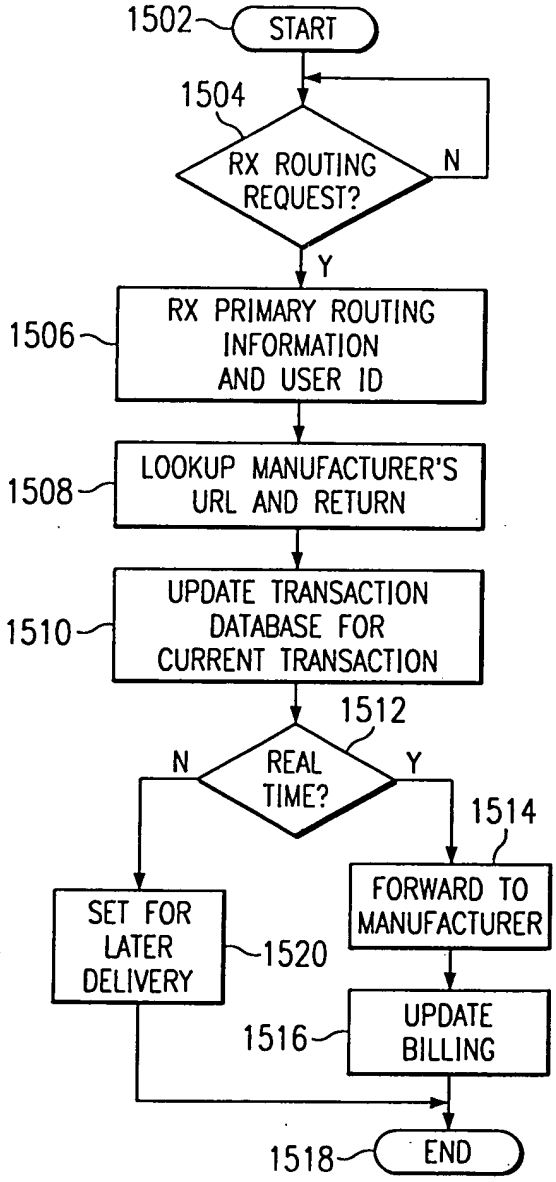
1502
START
1504
RX ROUTING REQUEST?
N
Y
1506
RX PRIMARY ROUTING INFORMATION AND USER ID
1508
LOOKUP MANUFACTURER'S URL AND RETURN
1510
UPDATE TRANSACTION DATABASE FOR CURRENT TRANSACTION
1512
REAL TIME?
N
Y
1514
FORWARD TO MANUFACTURER
SET FOR LATER DELIVERY
1520
1516
UPDATE BILLING
1518
END

FIG. 15

10615

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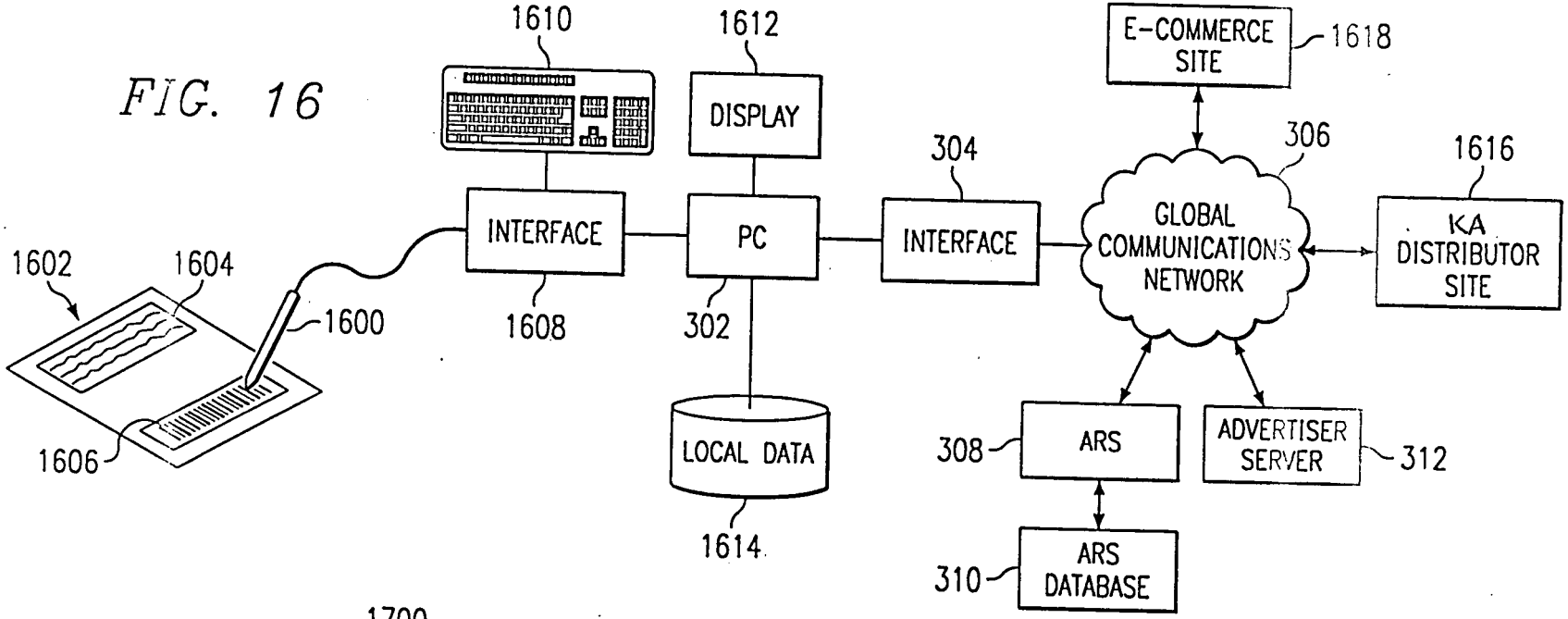
FIG. 16



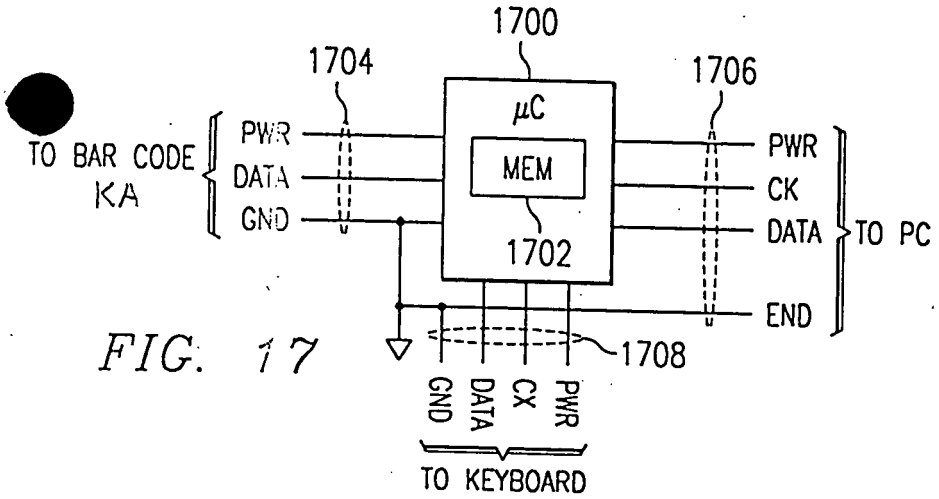
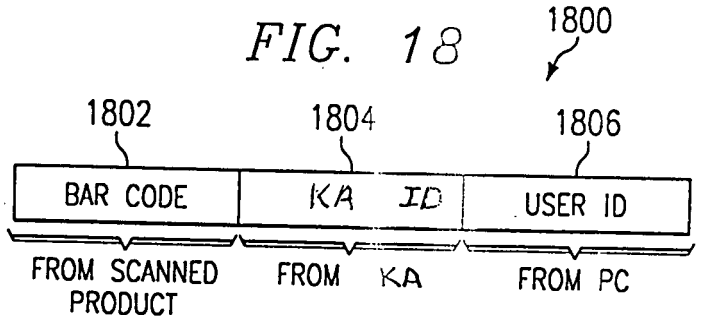


FIG. 17

FIG. 18



09971131.062000

FIG. 19

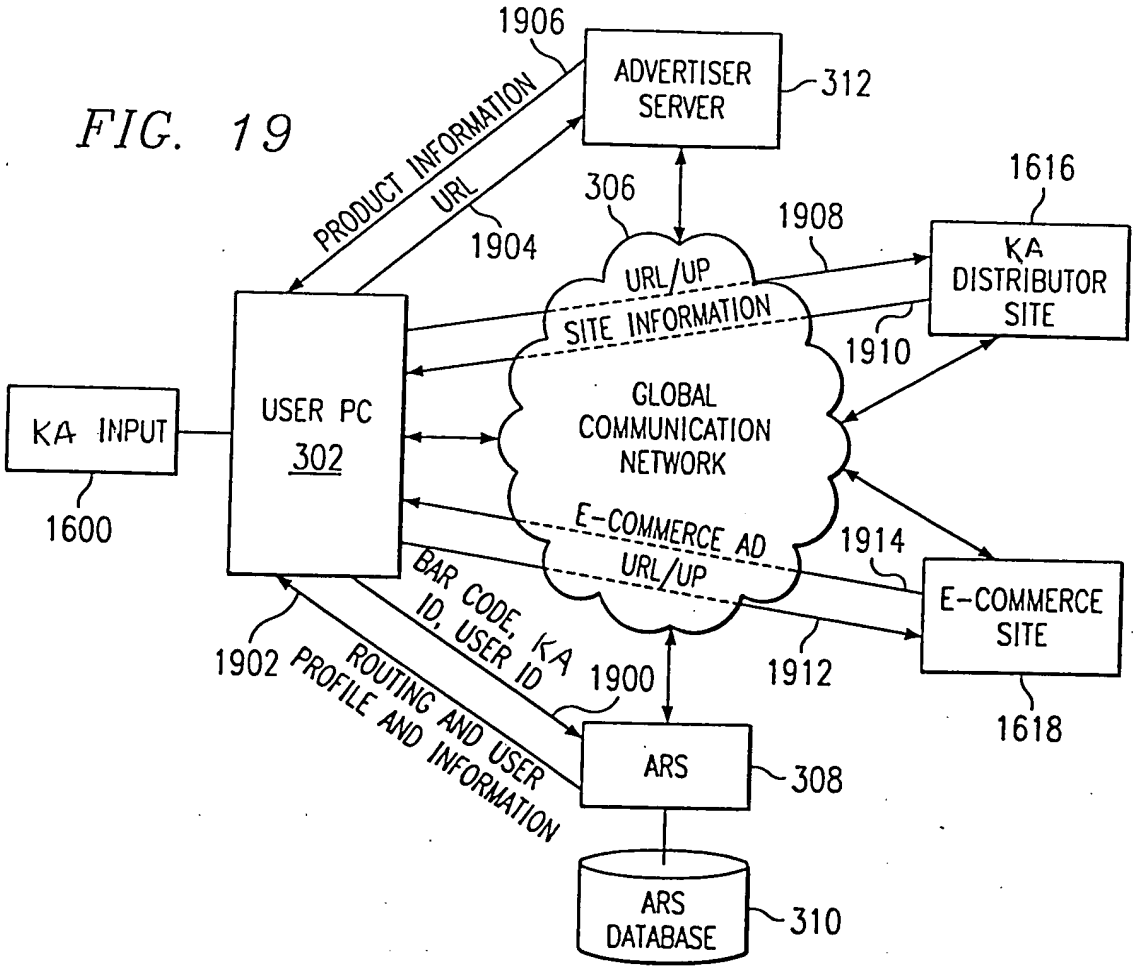

1906
ADVERTISER SERVER
312
PRODUCT INFORMATION
URL
1904
306
1908
1616
KA DISTRIBUTOR SITE
URL/UP
SITE INFORMATION
1910
KA INPUT
1600
USER PC
302
GLOBAL COMMUNICATION NETWORK
E-COMMERCE AD
URL/UP
1914
E-COMMERCE SITE
1618
BAR CODE, KA ID, USER ID
1902
ROUTING AND USER PROFILE AND INFORMATION
1900
1912
ARS
308
ARS DATABASE
310

FIG. 20

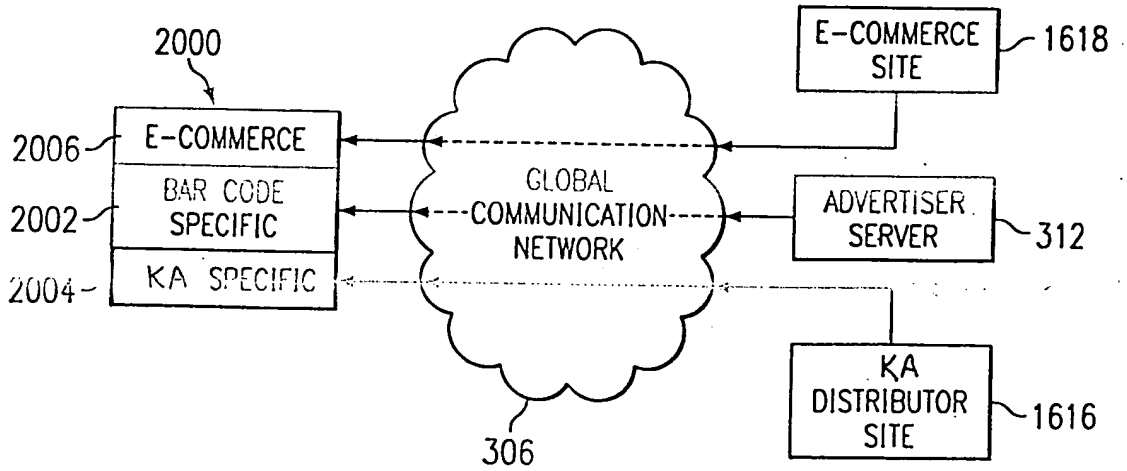

2000
E-COMMERCE SITE
1618
2006
E-COMMERCE
2002
BAR CODE SPECIFIC
2004
KA SPECIFIC
GLOBAL COMMUNICATION NETWORK
ADVERTISER SERVER
312
KA DISTRIBUTOR SITE
1616
306

FIG. 21

ARS DATABASE 2100

2102		2104	2106	2108	
PRODUCT		KA	USER	E-COMMERCE	
BAR CODE	ROUTE	ID	DISTRIBUTOR	PROFILE	BAR CODE	INFORMATION

FIG. 22

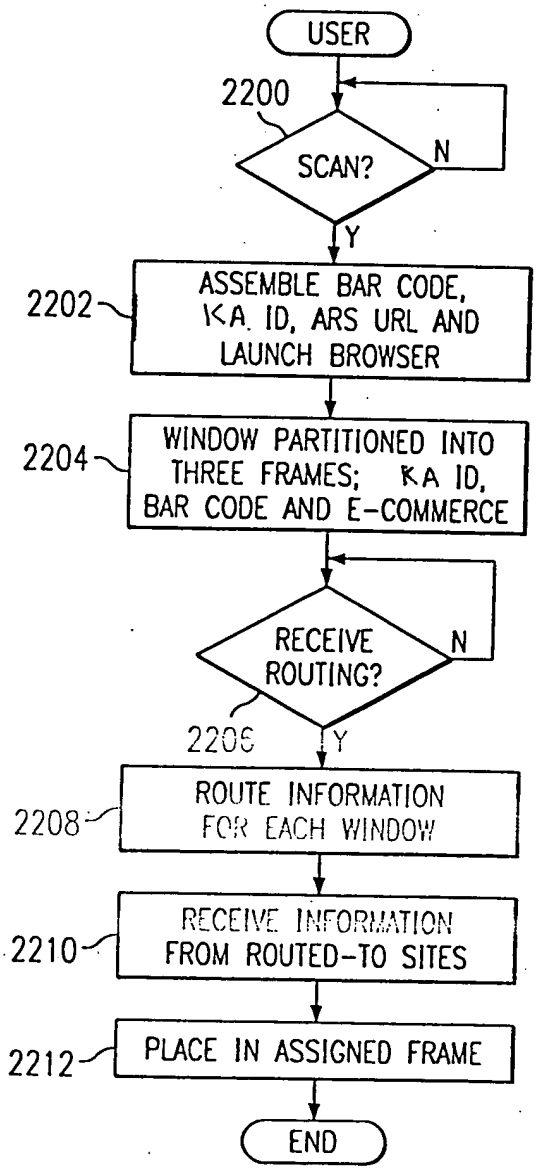


FIG. 23

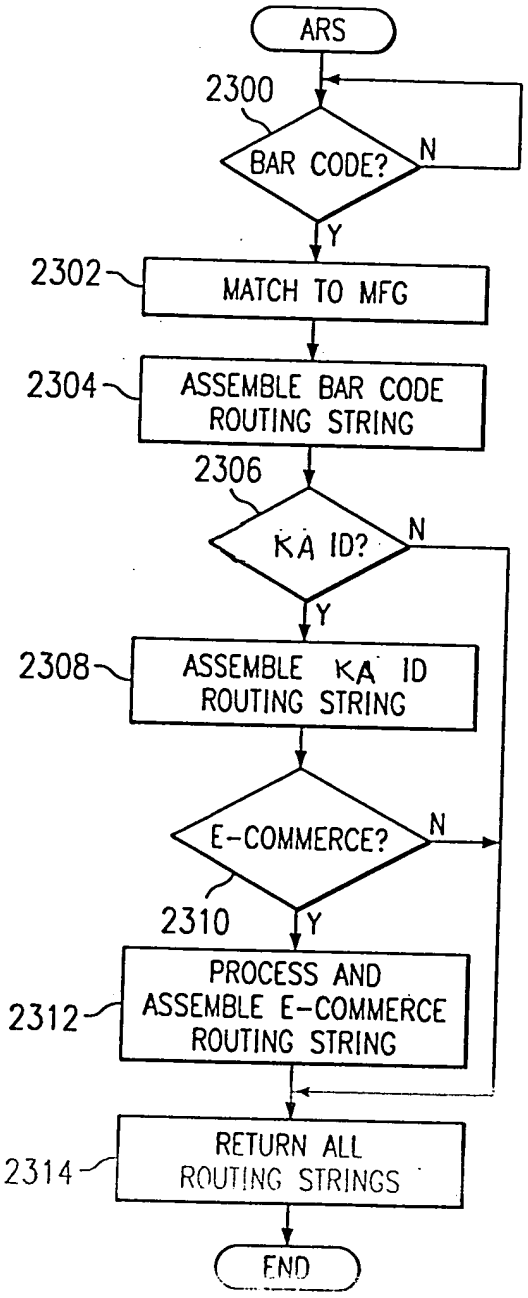
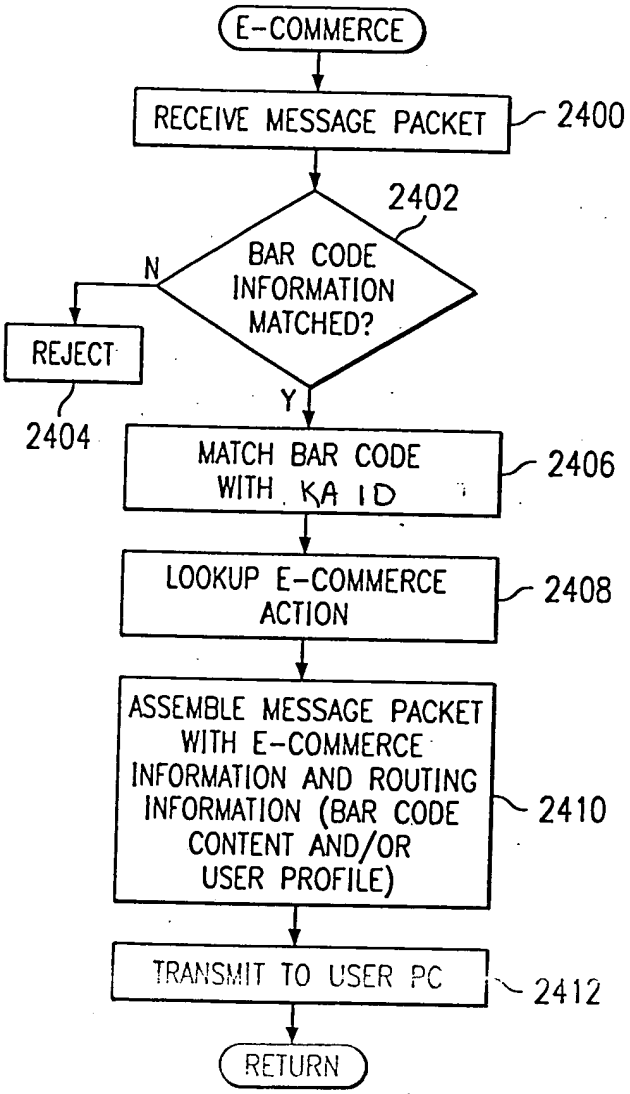


FIG. 24



09/29/2000 15:56:09

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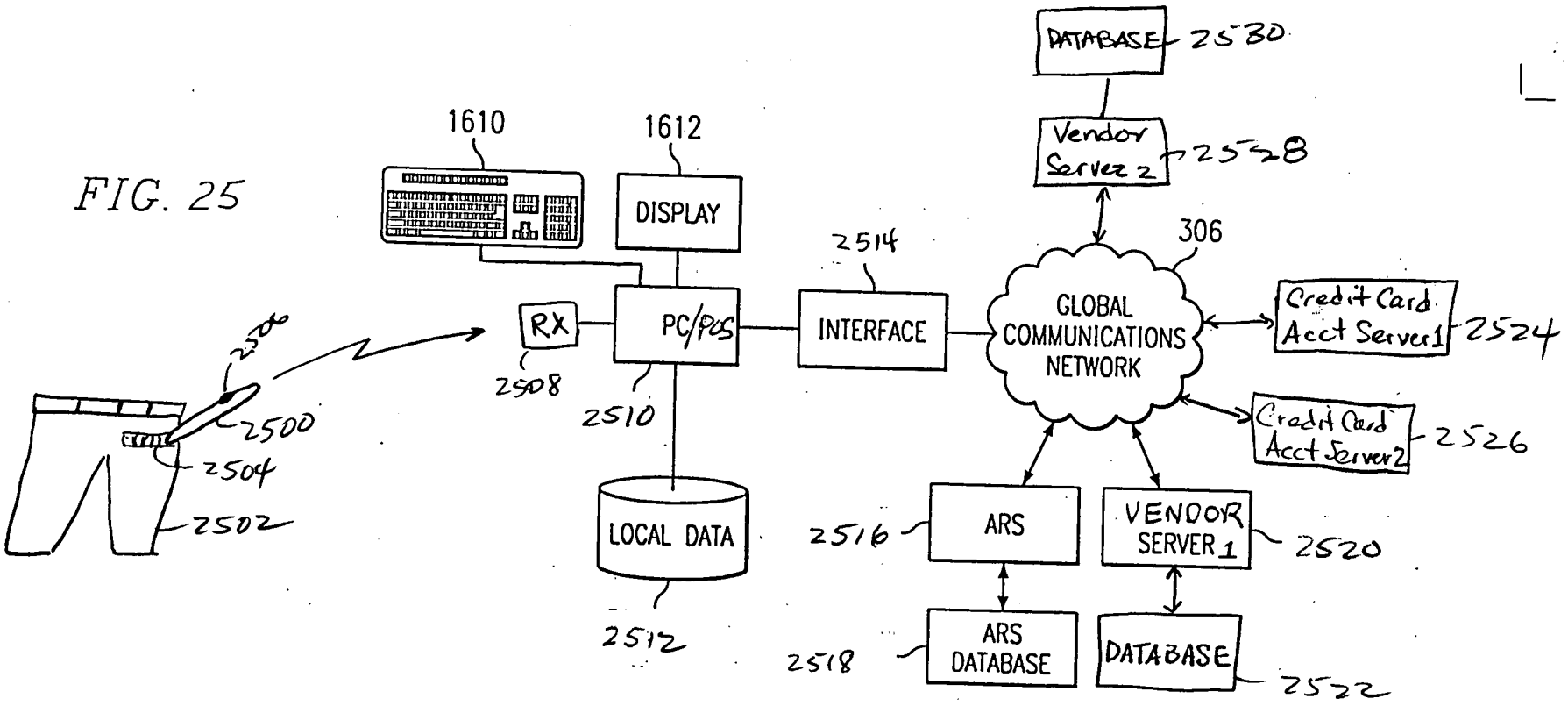
FIG. 25



09597131 .060800

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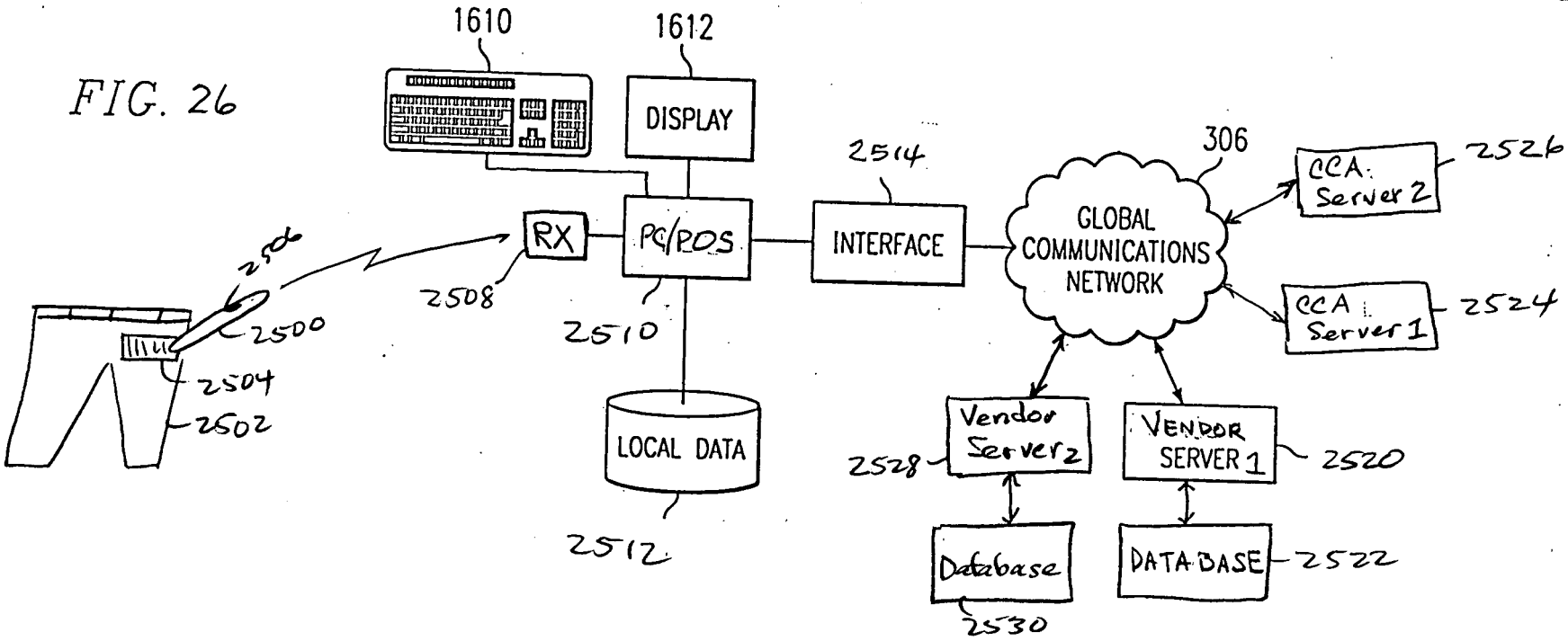
FIG. 26



09597131.052000

PHLY-25,357

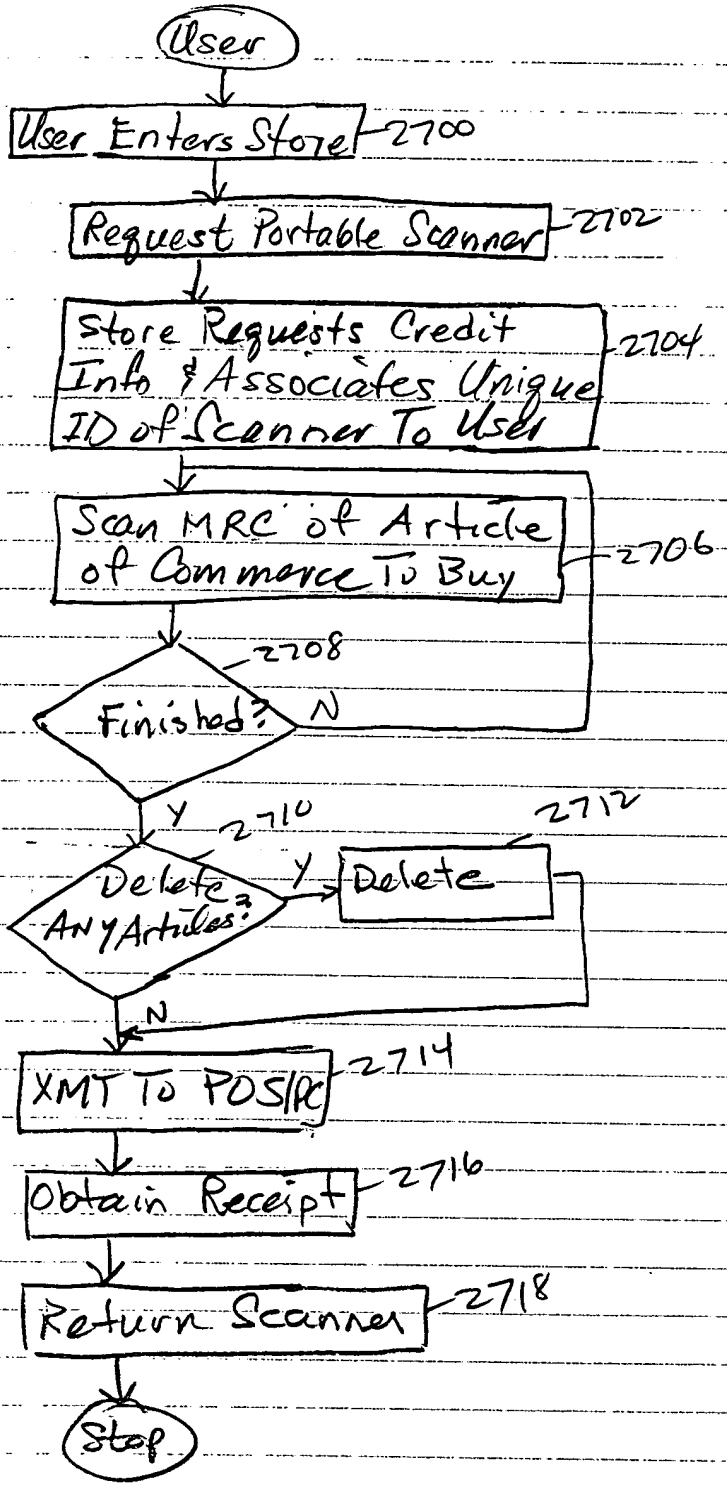


FIG 27

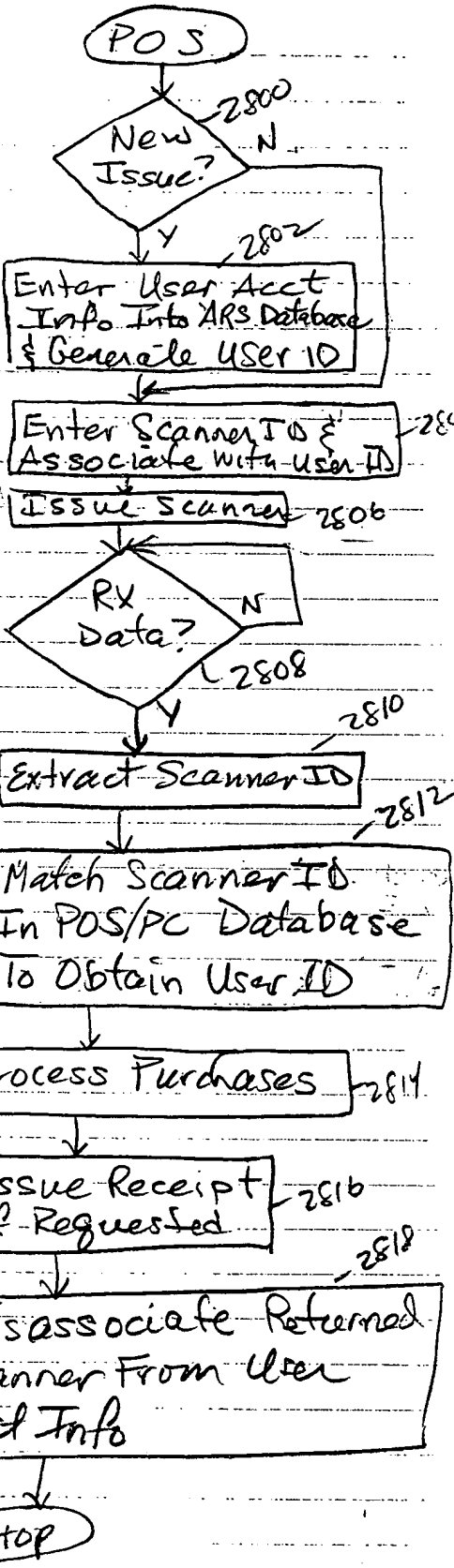


FIG. 28

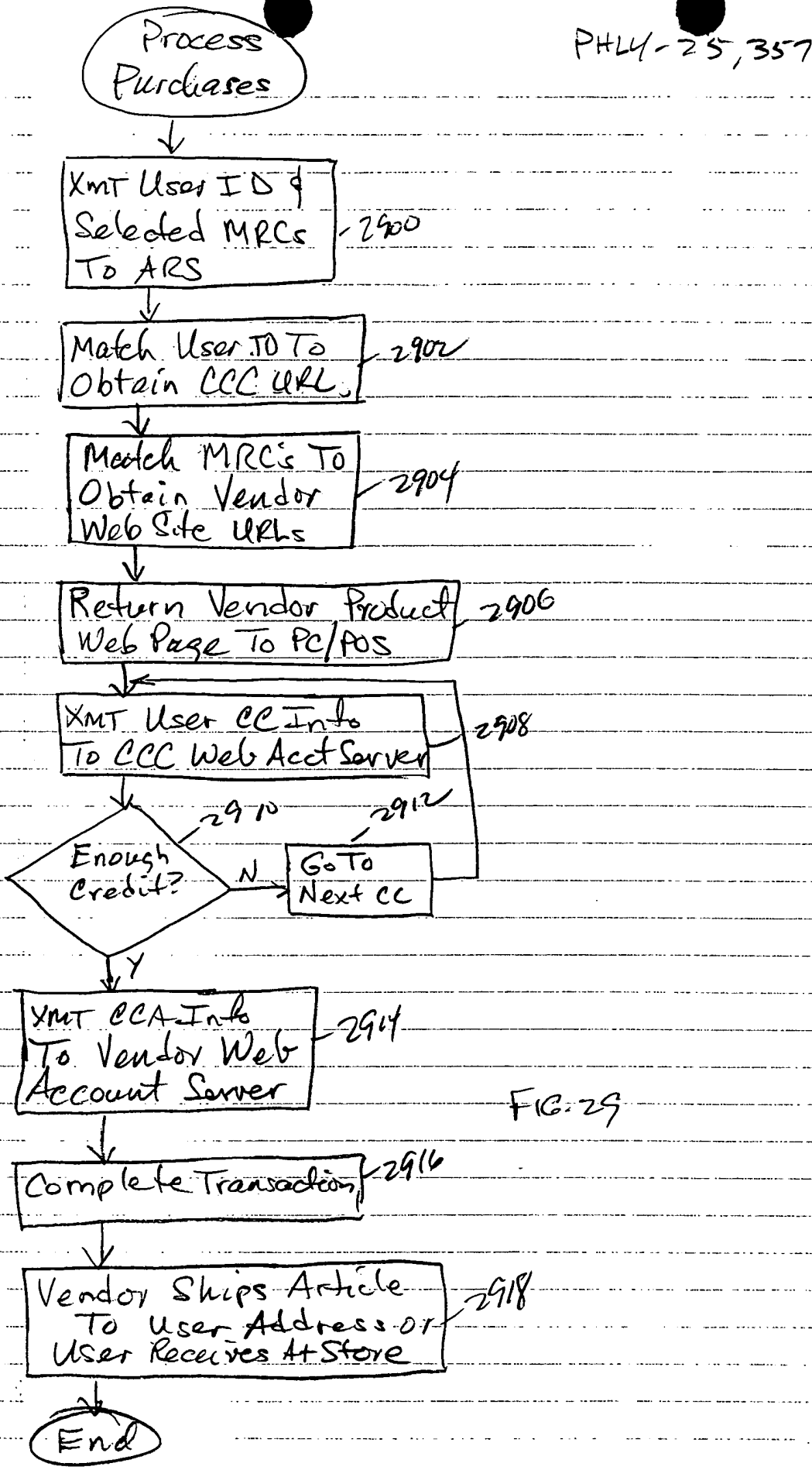

Process Purchases
XMT User ID & Seleded MRCs To ARS
2900
Match User ID To Obtain CCC URL
2902
Match MRCs To Obtain Vendor Web Site URLs
2904
Return Vendor Product Web Page To PC/POS
2906
XMT User CC Info To CCC Web Acct Server
2908
Enough Credit?
2910
N
Go To Next CC
2912
Y
XMT CCA Info To Vendor Web Account Server
2914
Complete Transaction
2916
Vendor Ships Article To User Address or User Receives At Store
2918
End

FIG. 29

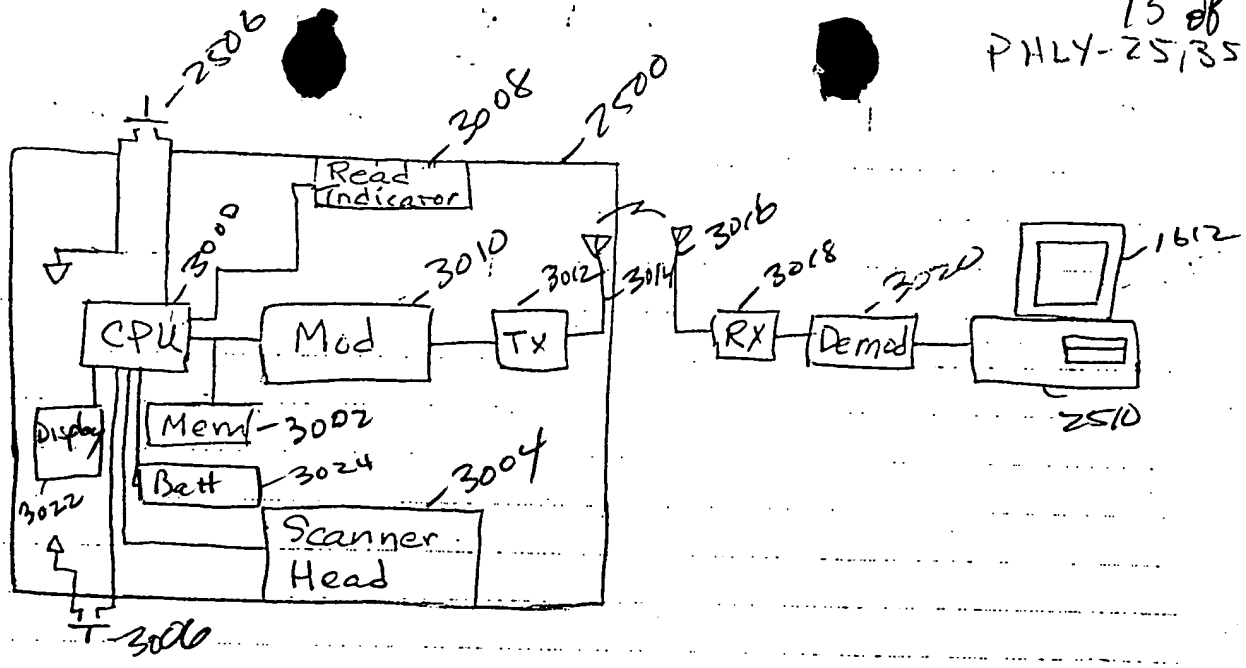


FIG. 30

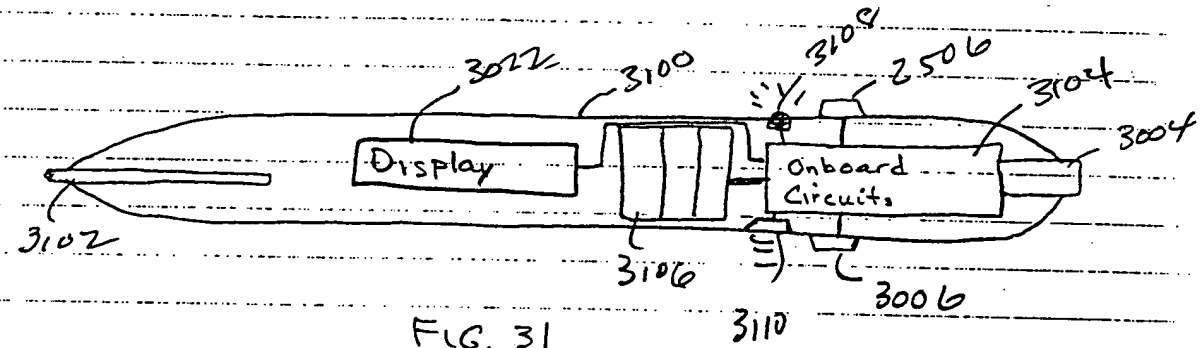


FIG. 31

3200 MRC Data	3202 User ID	3204 Account Info	3206 Vendor URL	3208 CC1 URL	3210 CC2 URL

FIG. 32